

*Providence Tourism Council
Minutes to Board of Directors Meeting
May 1, 2013*

Members Present: Deborah Brayton, Paul Brooks, Johnnie Chace, Eric Churchill, Michael Gennaro, Jeff Hirsh, Jim McCarvill, Kibbe Reilly

Also present: Kristen Adamo (PWCVB), Susan Leach DeBlasio (legal counsel), Susann DellaRosa (financial), Brian Hodge (PWCVB), Martha Sheridan (PWCVB)

1. Call to Order: Chairman Paul Brooks called the meeting to order at 4 PM.

2. Approval of Minutes: A motion to approve the minutes of the February 21, 2013 meeting was made by Jim McCarvill; the motion was seconded by Eric Churchill. The Board voted unanimously to approve the minutes.

3. Finance report/approval of budget: Susann DellaRosa reviewed the PTC balance sheet and the budget to date. A motion to approve the finance report was made by Deborah Brayton; the motion was seconded by Michael Gennaro. The Board voted unanimously to approve the finance report.

4. PWCVB: PWCVB Vice President of Marketing and Communications Kristen Adamo showed the Board the television commercial the PWCVB prepared. The commercial will air in Boston and Hartford and will run in conjunction with a documentary on “WaterFire.”

Adamo handed out a report on Leisure Sales and reviewed the PWCVB’s quarterly report highlighting several activities, including:

- a. The web site is gaining in strength, with a 20% increase in visits in January, a 26% increase in visits in February and a 50% increase for March.
- b. There are close to 10,000 Twitter followers 20,000 Facebook followers.
- c. The PWCVB is conducting a social media audit and developing a social media strategy.
- d. The PWCVB is planning a May 20 New York City media reception with Mayor Taveras.
- e. The PWCVB assisted with outreach for the Eat Drink RI Festival and for RISD Museum’s new exhibit.
- f. The PWCVB assisted *Travel + Leisure* with their web article on “Affordable Cities,” and helped out with their pizza rankings.
- g. Providence has been named the #12 Gay Friendly city in *The Advocate* and #6 in the *Travel + Leisure* rankings.

- h. The PWCVB assisted Eat Drink RI with marketing outreach.
- i. Working with other non-profits, including WaterFire and RI Pride.

5. Kennedy Plaza Project: Board Member Johnnie Chace reported on plans under way for the updating and revision of traffic flow in Kennedy Plaza. She said that the Project for Public Space was involved with the development project which will add kiosks, chessboards and other inviting activities in the Plaza. The idea behind the new plans is to reduce the impact of buses by moving them to the city's perimeter. She also thanked the PTC for its early support of the project.

6. Extension of Kou Hammond contract: After brief discussion, Jeff Hirsh made a motion to approve the extension of the Lou Hammond contract on the same terms and conditions as have existed for the past year; the motion was seconded by Johnnie Chace. The Board voted unanimously to approve the extension of the Lou Hammond contract.

7. Grants Report and Vote: Grants Committee Chair Deborah Brayton reviewed the recommendations of the Committee as follows:

- a. Gallery Night Providence, marketing campaign: \$12,000
- b. Providence Children's Museum, special performers and appearances: \$10,000
- c. Style Week: \$25,000
- d. Providence Preservation Society, Festival of Historic Homes: \$30,000
- e. RI Philharmonic, marketing campaign: \$30,000
- f. Trinity Repertory Co., family friendly 50th anniversary celebration: \$25,000
- g. RISD Museum, Summer at the Museum: \$40,000
- h. Art League of RI, IonaFest outdoor festival: \$6,000
- i. Providence Foundation, wayfinding signage: \$25,000

Jeff Hirsh made a motion to approve the grants as presented except for the Trinity Repertory Company grant; the motion was seconded by Johnnie Chace. The Board voted unanimously to approve the grants as presented except for the Trinity Repertory Company grant.

Jim McCarvill made a motion to approve the Trinity Repertory Company grant; the motion was seconded by Johnnie Chace. Michael Gennaro and Kibbe Reilly abstained from the vote. The Board voted to approve the motion.

8. Old Business: None

9. New Business: None

10. Adjournment: The meeting was adjourned at 4:40 PM.

Respectfully submitted,

Kibbe Reilly, Secretary, PTC